

From: MWINOKUR--VUS0212A Date and time 03/25/94 08:42:44
To: GPATSKAN--VUS0212A George Patskan LMCALPIN--VUS0212A Loreen McAlpin
HREIF --VCH0021A Helmut Reif MRITTER --VCH0021A Mitchel Ritter
RDEMPSEY--VCH0021A Ruth Dempsey
cc: RCARCHMA--VUS0212A Richard Carchman

From: Matthew Winokur
Tel: 212 880 3564
Fax: 212 907 5849

Subject: URGENT - Cot Death Accusations, Sweden
What can you pull together and get cleared in the next wtwo hours in reply.
to point 1 below.....i can get the shooks to evaluate resource along with
youi in reply to point 2....witorsch comes immediately to mind.

*** Forwarding note from SCARLSON--VCH0021A 25.03.94 14:13 ***
To: AANDRADE--VCH0021A Anthony Andrade MWINOKUR--VUS0212A Matthew Winokur
MFIRESTO--VCH0021A Marc Firestone MREARDON--VCH0021A Michael Reardon

From: Stig Carlson
To : Tony Andrade
Subject: URGENT - Cot Death Accusations, Sweden
Today's Swedish afternoon paper "Expressen", the largest evening paper
in Scandinavia, devoted the entire front page to an article about claims
that environmental smoking causes cot death in infants. - The article has
the format of an obituary and it is followed up with 2 more pages of copy
inside the paper.
A full translation is being prepared in Stockholm: The front page highlights
are already translated and will be faxed a s a p to you from Stockholm.
- This exceptionally emotional accusation against environmental tobacco smoke
will, without any doubt, create major follow-up waves in media. Whilst I do not
think Philip Morris (or even the industry) are fitted to get involved in the
public debate that is expected to follow, we would need
1. a facts statement to give to our staff;
2. a recommendation for possible neutral experts in the area who might look
into the issue and ideally also participate in the debate.
Well,
I got the formal version of the announcement of your appointment today - so,
welcome to the hot spot.
Thanks, Stig

cc: HMOBARG --VCH0021A Hampe Mobarg EEDQVIST--VCH0021A Mats Sjoebloom
GDISEREN--VCH0021A Georges Diserens JPUOTILA--VCH0021A Johan Puotila
NHALIM --VCH0021A K. Ian Ferguson MPARSONS--VCH0021A Michael Parsons